

CALENDAR OF EVENTS

July 3

Pineapple Festival, Lanai

A celebration of Lanai's pineapple plantation and ranch history, includes pineapple eating, cooking contests, entertainment, arts, crafts, food and fireworks at Dole Park in Lanai City.

808-565-7600

July 3-4

Family Day, Oahu

On July 3, the Family Day Parade showcasing marchers, vehicles, floats and bands will be featured on the streets of Honolulu. On July 4, Family Day continues with Picnic in the Park, which includes bandstand entertainment, a kids' stage and more family activities.

808-842-0707

July 8-11

Kapalua Wine & Food Festival, Maui

"A Salute to Italy & the World's Great Wine Regions" at Kapalua Resort celebrates "La Dolce Vita"-The Good Life - the best in wine, food and good living. Cooking demonstrations, wine tasting seminars and winemaker dinners are a few highlights of this event.

800-KAPALUA

July 14-17

Prince Lot Hula Festival, Oahu

The state's oldest and largest non-competitive exhibition of hula featuring hula halau performances as well as crafts, kapa-making, lauhala-weaving, ipu make-and-take, lomi lomi massage, traditional Hawaiian games, food and more at Moanalua Gardens.

808-839-5334

>>continued on page 2

HTA Board News

In honor of their contributions to tourism and the State of Hawaii, a warm mahalo goes out to three HTA Board members whose terms will expire on June 30, 2004: Mike McCartney, Ron Wright and Keith Vieira. During their tenure, Hawaii and the HTA faced some of their most significant challenges (i.e., September 11th terrorist attacks, SARS epidemic and the 2003 Legislative Audit). However,

the personal commitment and hard work of these three individuals have helped in moving tourism and the agency forward. Best wishes to them in the years to come. We look forward to continuing to work with them to make Hawaii the best place to live, visit and work.

The next HTA Board Meeting will be held at 9:30 a.m. on Thursday, July 8, 2004 at the Hawaii Convention Center. For more information, call 808-973-2255.

Locally-produced Cultural Films Receive HTA Funding

Five locally-produced films will receive a total of \$100,000 in funding from HTA through its Cultural Films Initiative. In conjunction with the Hawaii Film Office of the Department of Business Economic Development and Tourism, HTA established this pilot project to grow and support the synergy between the tourism and film industries in Hawaii.

The purpose of the initiative is to support cultural film projects that preserve, perpetuate and promote Hawaii's multi-ethnic culture, with preference given to projects related to the Native Hawaiian culture. The five recipients are *Makali'i - Voyage of Vision*; *True Love and Mimosa Tea*; *The Hawaiian Legacy Series*; *LAHAINA: Changing Times*; *Fishbowl*; and *Ho'olina*.

HAWAII TOURISM AUTHORITY
1801 Kalakaua Avenue
Honolulu, Hawaii 96815
Phone 808-973-2255
Fax 808-973-2253
www.hawaii.gov/tourism

Marketing Highlights

Hawaii Visitors & Convention Bureau (HVCB)

America Watches Hawaii Idols

The finale for American Idol recently wrapped up and during the course of the season, Hawaii was seen by more than 103 million viewers across the country. These highlighted shows included the Honolulu audition and its rebroadcast, as well as the vignettes that featured Hawaii's Jasmine Trias and Camile Velasco. Local and national coverage of Hawaii further extended the reach and success of this promotion.



Jasmine Trias is greeted at Waikiki Beach; Photo Courtesy of Jim Fulton

HVCB Promotes Business Branding of Hawaii

On May 16th, HVCB participated in the Direct Selling Association's (DSA) annual meeting and tradeshow in New Orleans, which attracted 900 in attendance and included 100 exhibits. DSA represents national companies such as Pampered Chef, Avon, Amway and Tupperware. In addition to Hawaii gaining exposure within the tradeshow, Hawaii was mentioned in break out sessions as a true revenue builder, confirming the reasons why 80 percent of the companies in attendance have and will continue to use Hawaii as a meeting and incentive destination for their sales force.

Gogo's Travel Agents Learn More About Hawaii

Gogo Worldwide Vacations, one of Hawaii's leading wholesalers, held their 7th Annual Hawaii Learning Conference on Oahu, May 13-17. HVCB, Hawaii's Island Chapters and co-sponsor Aloha Airlines, hosted lunch followed by a trade show that showcased over 50 Hawaii vendors. The Island Chapters gave presentations to more than 120 Gogo travel agents from across the United States and received overwhelmingly positive feedback with many agreeing that the 2004 event was the best Gogo Hawaii conference.



HVCB and Hawaii's Island Chapter representatives: Waynette Ho-Kwon, Chris Kaiaokamalie, Stacey Martin, Jennifer Cabasag, Edie Hafdahl and Eric Dutro

CALENDAR OF EVENTS

July 17-18

Big Island Hawaiian Music Festival, Hawaii

Ukulele, steel and slack key guitar performances will take place at Afook-Chinen Civic Auditorium during this two-day event. Featured entertainers include Brittini Paiva, Randy Parker, Brother Kuulei Ahuna and Danny Carvalho. 808-935-9085

July 24-25

Haleiwa Arts Festival, Oahu

The Haleiwa Arts Festival activities include 88 visual artists with original works, both traditional and contemporary, available for viewing, browsing and purchasing directly from the artists. Performing arts, storytelling, cultural history, trolley tours and children's activities will also be presented. 808-637-2277

July 24-25

Pearl Harbor Sunset in the Park, Oahu

Honolulu's popular weekend entertainment-movie-food fest, Sunset on the Beach, goes to Pearl Harbor at Richardson Field. Enjoy arts and crafts, food, games, rides and a free movie on a 30-foot screen outdoors. 808-523-CITY

July 24-August 1

Koloa Plantation Days, Kauai

This family festival celebrates the history and culture of the sugar plantation era with sports events, craft fairs, a block party, rodeo, guided hikes, historical tours and more for families. The "Na Mele—Music Plantation Style" parade and town festival is in Koloa on July 31. 808-822-0734

>>continued on page 3

Marketing Highlights

HVCB continued

Hawaii at Byron Nelson

The Hawaii exhibit at the EDS Byron Nelson Championship in Irving, Texas drew more than 5,000 consumers, media and corporate executives who learned more about Hawaii's golf courses and Islands of Aloha. Exhibit partners, Hewlett Packard, featured interactive elements while United Vacations promoted travel to Hawaii and a sweepstakes giveaway.



Consumers lined up to participate in the numerous interactive elements of the Hawaii exhibit at the EDS Byron Nelson Championship in Irving, Texas

Hawaii Tourism Japan (HTJ)

HTJ Holds a Series of Seminars

Starting in May, HTJ, together with the Hawaii Promotion Committee East (HPCE), launched a series of travel trade seminars throughout Japan. Total attendance for the six seminars held in Sendai, Sapporo, Toyko and Hiroshima totaled over 570 people. The seminars continued in June, with the Osaka seminar held on the 22nd, with the Osaka Hawaii Promotional Committee (OHPC) and HCPE, followed with an HTJ-hosted reception of 65 travel industry managers, and the Nagoya seminar held on June 23 with OHPC. As part of the seminars, HTJ also distributed its new "Hawaii Planning and Sales Guide."

Hawaii for Seniors

HTJ conducted a travel agent familiarization (fam) tour June 2-7 with "Hawaii for the Senior Market" as the theme. The tour covered Lanai and Oahu with the attendees participating in various activities such as clay shooting, swimming with dolphins and golfing, as well as visiting attractions such as Bishop Museum and Iolani Palace. The site inspections included The Lodge at Koele, Manele Bay Hotel, JW Marriott Ihilani, KoOlina Golf Course, Waikiki Beach Marriott and Hilton Hawaiian Village.

Celebration of Additional Flights

On June 11, HTJ celebrated United Airlines' additional flights between Narita and Honolulu with a special performance by Jake Shimabukuro at Narita Airport for departing passengers and a special welcome from Miss Hawaii 2003 for passengers arriving in Honolulu.

CALENDAR OF EVENTS

July 30-August 7

Hawaii International Jazz Festival, Oahu & Maui

"Swingtime in Hawaii" will pay tribute to local artists who performed in various Honolulu nightspots for four decades, 1920-1960. Top local artists including Melveen Leed, Jimmy Borges, Keahi Conjugacion and more will perform. The event takes place on Oahu at the Hawaii Theatre, July 30-31, and on Maui at the Maui Arts and Cultural Center, August 6-7. 808-941-9974

NOTE: These events are supported by HTA through its Product Enrichment and Major Festivals Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.



The "Hawaii for the Senior Market" fam tour, conducted by HTJ, visits Iolani Palace in Honolulu

Marketing Highlights

Hawaii Tourism Europe (HTE)

Hawaii Supplement for UK Market

HTE will be producing a Hawaii supplement in conjunction with Travel Weekly to be distributed to 26,000 travel trade throughout the UK, with an additional 10,000 overruns produced for consumer inquiries and consumer/trade shows. For information on advertisement and promotional opportunities within this supplement, email Vickymoore@hillsbalfour.com.

SeeAmerica UK

SeeAmerica Week provides the HTE team another opportunity to put the Hawaiian Islands in the media spotlight. During SeeAmerica Week which began June 22, HTE's Vicky Moore, sales & marketing manager, Jonathan Sloan, PR director and Suzanne Seyghal, senior PR manager will be on hand to represent Hawaii to the cream of the UK travel media, while attending a number of top events such as the opening reception, the SeeAmerica Forum, the Media Marketplace and the Visit USA Ball. Before the start of SeeAmerica Week, over 120 UK travel media had already signed up to participate in the event, offering Hawaii a wonderful opportunity to be part of the largest USA travel media in the UK.



Photo Shoot in Hawaii

In May 2004, HTE supported a catalogue photo shoot with Cube bicycles, one of Europe's major bicycle manufacturers. Cube bicycles spent six days on the Big Island for their annual catalogue photo shoot. The entire catalogue, which has a 600,000 circulation throughout Europe, will have a Hawaii and Alaska theme throughout the catalogue. Hawaii coverage includes one to two introductory pages, various Hawaii features throughout the catalogue, integration of Hawaii sponsors with logo and website and a Hawaii feature on Cube's website. Visit www.cube-bikes.de.



With the support of HTE, Cube bicyclists take to the streets to promote Hawaii in its annual photo catalogue

Hawaii Convention Center (HCC)

Hawaii Business Ambassadors

On June 1, SMG Hawaii launched "Hawaii Business Ambassadors," a savvy networking program designed to partner influential local constituents, their respective national, regional and international affiliates and the HCC. Priscilla Texeira, liaison of the program and president of Pacific Marketing Company, masterminded the proposal with the ultimate goal of matching 700 clients with local community members, who will be designated as ambassadors to assist in promoting Hawaii's meeting and convention business.

"Hawaii Business Ambassadors" is a key initiative that capitalizes on the resources of the local

community to both expand the market potential and increase business for the HCC. A large percentage of national association conventions and international conferences need an invitation from a Hawaii contingent in order to consider Hawaii as a destination, making the local ambassador an instrumental tool in securing business for the center, and the State. The ambassadors will be equipped with a state-of-the-art DVD, peppered with convincing testimonials from opinion leaders, to broadcast positive notions about conventions in Hawaii, and HCC itself. For more information, contact Randy Tanaka at 808-943-3559.

Marketing Highlights

Hawaii Tourism Oceania (HTO)

Month of Lei

The New Zealand office of HTO just completed a very successful month based around their "Month of May - Month of Lei" promotion.

The success was reflected by the commitment of the New Zealand trade through dedicated Hawaii campaigns. Air New Zealand alone completed a US\$30,000 advertising campaign, the first dedicated Hawaii campaign in years. The fares were matched by Qantas and packaged and promoted by all the USA wholesalers under the "Month of Lei" catch phrase. Examples of the coverage can be obtained on The Walshe Group's Hawaii Web site at www.oceania-hawaii.com/MonthofLei.htm.



Darragh Walshe speaks on an Auckland radio station about the promotion and the meaning of lei

Aloha Down Under

Hawaiian Airlines and HTO "Aloha Down Under" held workshops the first week of June with over 400 agents in attendance in Sydney, 160 in Melbourne and 130 in Brisbane. A separate VIP function was also held



"Aloha Down Under" representatives pose with the Brisbane contest's winning agent. From left: Gemma O'Brien (HTO), Helen Williams (HTO), Megan Layton (winner), Scott Cammell (Hawaiian Airlines) and Sue Kanoho (Kauai Visitors Bureau)

at the US Consul General's residence in Double Bay, for the key Meetings, Incentives, Conferences and Events (MICE) operators, emphasizing the importance of the convention and incentive market to Hawaii. In addition to the workshops, HTO gave agents a questionnaire containing 23 questions as a fun way to learn about the destination. This was in conjunction with Hawaiian Airlines' giveaway of over 500 discounted airfares of \$99 to Hawaii to travel agents who participated in the questionnaire.

Sunrise Live from Hawaii

Channel 7 Sunrise, a morning TV show, will broadcast live from Hawaii from June 27-July 1, giving viewers a taste of the Islands of Aloha. Morning show hosts Melissa "Mel" Doyle and David "Kochie" Koch will be accompanied by segment reporter Monique Wright, Hollywood correspondent Nelson Aspen and weather-man Grant Denyer. They will showcase top Hawaii attractions such as Pearl Harbor, Polynesian Cultural Center, Waimea Falls Audubon Center, Sea Life Park Hawaii and Volcanoes National Park.

OUT & ABOUT

In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major tradeshow/events featuring Hawaii.

July 8-11

Vacation.com Annual Conference and Partner Ke Kula
Las Vegas

July 22

Happy Vacations Aloha Fest
Melville, Long Island

July 26

Aloha Airlines Golf Tournament
Chicago

July 26-29

Aloha Week in Chicago
Chicago

August

WESTA Educational Dinner Seminars
World of Vacations Product Launch
American Express Luxury Learning Conference

August 10 & 12

Holiday Network Product Launch
Montreal, Toronto, Vancouver, Ottawa

August 21-27

Virtuoso Travel Mart, Bellagio
Las Vegas

August 28-29

All About Hawaii Supplier Weekend
Beaverton

November 8-11

World Travel Mart
London

November 18-21

Taipei International Travel Fair
Taipei

November 25-28

China International Travel Mart
China

Marketing Highlights

Hawaii Tourism Asia (HTAsia)

Family Campaign with Kahunaville in Korea

Hawaii Tourism Korea (HTK) organized a joint promotion in Seoul on June 2 with a major tropical-themed family restaurant, Kahunaville, to enhance Hawaii's profile as an ideal family destination. HTK provided 200 mugs and 1,000 mobile phone accessories to Kahunaville guests who ordered from the special Hawaiian menu.

Promotion with United Airlines in Hong Kong

Last May, HTAsia held a joint promotion with United Airlines at Hong Kong's newest luxury mall, which included a Hawaii booth, destination brochures and hula performances. Of the four destinations (San Francisco, Denver, Chicago and Hawaii) being promoted by United Airlines, Hawaii was voted the most popular destination, with the hula performances being a crowd favorite.

Kaohsiung Travel Fair in Taiwan

For the first time ever, Hawaii, represented by Hawaii Tourism Taiwan (HTT), participated in the Kaohsiung Travel Fair held May 13-16. At this major event in Southern Taiwan, HTT hosted an Aloha Booth, featured hula performances on the main stage and provided giveaways. HTT created a cooperative opportunity for key travel agents to support and staff the Hawaii Booth, distributing brochures and giveaways. HTT provided Hawaiian shirts for the staff to wear at the booth. The Hawaiian hula performance at the Fair Stage was the visitors' favorite since this was the first time the Kaohsiung Travel Fair featured hula performances on its main stage.

Hawaii Festival in Taiwan

A Hawaii Festival was held at the Grand Hi-Lai Hotel in Kaohsiung on May 13-16, which featured a gala dinner attended by more than 450 guests and was highlighted by Hawaiian hula performances and cuisine. Restaurant servers were attired in Hawaiian shirts provided by HTT and Hawaii bags were used as giveaways to lucky guests. The Hawaii Coffee Company also provided free Kona coffee and giveaways during the gala dinner and buffet restaurant. The grand prize at the raffle draw was a roundtrip Taipei-Honolulu ticket donated by China Airlines. In addition to the festivities, 45

Taiwan agents attended a Hawaii seminar at The Grand Hotel during the Hawaii Festival.



The "Kahunaville" promotion spreads the Aloha Spirit in Seoul, Korea



A Hawaiian entertainer performs at the Kaohsiung Travel Fair in Taiwan

Asia Promotional Opportunities

Taipei International Travel Fair (TITF); November 18-21, 2004

Taiwan's only international travel-related fair has become an important meeting point for people from around Taiwan looking to gather the latest information about worldwide travel. Tourism organizations' attendance is expected to grow considerably this year with the inclusion of more countries. HTT is participating and invites participation from the travel trade in Hawaii. For more information on the Taiwan International Travel Fair 2004, contact Jemy See of HTT at jemysee@marketinggarden.com.

China International Travel Mart 2004 (CITM); November 25-28, 2004

Hawaii Tourism China (HTC) is participating in the largest travel mart in China – CITM 2004. Top-quality buyers from throughout China will attend and two and a half trade days have been kept exclusively for registered delegates. Thousands of consumers are expected to visit the Hawaii booths. For more information on CITM 2004, please contact Tina Yao of HTC at tinayao@marketinggarden.com.